



## **Module Specification**

### **Introduction to Digital Media**

Version: 2023-24, v2.0, 20 Jan 2023

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## Part 1: Information

**Module title:** Introduction to Digital Media

**Module code:** UABN66-30-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Broadcast and Journalism

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** Introduction to Digital Media lays the groundwork for working with digital media production tools throughout the degree. It also develops the

foundations for critically engaging in media culture, key to understand and produce established as well as innovative media content.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Scheduled learning includes lectures, seminars, practical classes and workshops; supervised time in workshop. Scheduled sessions may vary slightly depending on the module choices you make.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

Contact hours on the module will be scheduled in line with current UWE policy on contact hour requirements. Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** The ability to capture, edit, and manipulate digital media materials, including photographs, video, and web pages

**MO2** A creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, and information media and their histories

**MO3** The ability to reflect on the processes and evaluate the results of critical media production in written work

**MO4** The ability to discuss key theoretical concepts in discussion and written work

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uabn66-30-1.html) via the following link <https://uwe.rl.talis.com/modules/uabn66-30-1.html>

## Part 4: Assessment

**Assessment strategy:** The assessment strategy prepares students for the more independent production and critical reflection on digital media required at level 2. It also provides students with the opportunity to develop a grounding these areas. Students will be asked to produce a Portfolio and Critical Appraisal (Assessment 1) over the course of the module. Students will be provided with specific briefs to complete and include in their portfolio, to develop their confidence and skills. The critical appraisal aspect of Assessment 1 will give them to reflect on their practice work and draw explicit connections between their own practice and theory with the aim of raising their awareness of contemporary and emerging digital media as well as innovation processes. The latter is further supported by the Essay (Assessment 2) with the emphasis shifting from a consideration of their personal practice to an evaluation of industry practices in relation to digital media production, consumption and critiques.

The Assessment:

The specifications of assessment 1, Portfolio and Critical Appraisal will be reviewed on a regular basis to take recent developments in digital media into account.

Substantive amounts of portfolio work will be conducted and reviewed in class.

Assessment 2, Essay, will have a maximum word count of 1500 words. See the university word count policy.

**Assessment components:**

**Portfolio (First Sit)**

Description: Portfolio and Critical Appraisal

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (First Sit)**

Description: Essay (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

**Portfolio (Resit)**

Description: Portfolio and Critical Appraisal

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: Essay (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media and Journalism {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Taylors] BA (Hons) 2022-23